

Message Text

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SUBJECT:APEX '75 END OF SHOW REPORT

- (1) TOKYO INTERNATIONAL ANTI-POLLUTION EXHIBITION '75
 - (2) TOKYO, HARUMI PIER, WEST PAVILION - MARCH 14-19, 75
 - (3) 22 EXHIBITORS REPRESENTING 26 FIRMS
 - (4) SALES NTM \$37,000
OTM \$24,000
 - (5) PROJECTED 12 - MONTH. NTM \$7,680,000
OTM \$4,820,000
 - (6) 2
 - (7) 1
 - (8) 2
 - (9) 1,201
 - (10) A. BARCLAY & COMPANY, INC. 500 SANSOME ST. SAN FRANCISCO,
CAL. 94111 WAS CONSIDERED NTM BECAUSE OF THEIR NEWLY DESIGNATED
LICENSEE. THEY DISPLAYED A REVERSE OSMOSIS MACHINE
MANUFACTURED FOR A PAPER-PULP OPERATION. MR. ROBERT
CONNELLY, INDUSTRIAL PRODUCTS MANAGER STATED. "THE
EXPOSURE WE OBTAINED WAS EXCELLENT. OUR EQUIPMENT IS
HIGHLY SPECIALIZED & MUST BE DESIGNED SPECIFICALLY FOR
EACH APPLICATION & CUSTOMER. WE HAD NO EXPECTATIONS OF
SALES DURING THE SHOW. MY ADVISOR HAS EVALUATED OUR LEADS
& SAYS THAT THEY ARE FROM WELL PLACED ENGINEERS & MANAGERS
FROM "A-1" COMPANIES...AS A RESULT OF BEING IN THE
AMERICAN EXHIBIT, WE HAVE MET MANY PERSONS WHOM WE COULD
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NOT HAVE ATTRACTED BY OUR OWN RESOURCES. FOR EXAMPLE,

WE HAVE NEVER BEEN ABLE TO PENETRATE THE JAPANESE EPA. BUT AT THIS SHOW THE DIRECTOR GENERAL, MR. OZAWA, AND ABOUT 15 MEMBERS OF HIS STAFF CAME TO OUR BOOTH AND SAW OUR EQUIPMENT OPERATE AND LEARNED OF ITS VARIOUS APPLICATIONS...WE ALSO NEEDED THE EXPOSURE PROVIDED BY THE PRESS CONFEENCES. WE SIGNED OUR LICENSE ONLY A MONTH BEFORE THE SHOW AND NEEDED TO MAKE THE PRESS AWARE OF IT: THERE HAD BEEN MANY RUMORS CIRCULATED IN THE PRECEDING FOUR MONTHS & WE PROFITED FROM THE OPPORTUNITY TO SET THE RECORD STRAIGHT...FINALLY, THE "FIRST CLASS" APPEARANCE OF THE ENTIRE AREA & THE PROFESSIONAL APPROACH OF THE SHOW MANAGEMENT MEANS THAT WE WERE SEEN IN THE BEST POSSIBLE LIGHT BY THE VISITORS." ESTIMATED SALES FOR THE NEXT 12 MONTHS WERE REPORTED AT \$27- 7 MILLION. CLEARED FOR PUBLICATION.

(10) B. CARVER-GREENFIELD CORP. 9 GREAT MEADOW LANE, HONOVER CITY, NEW JERSEY 07936, OTM, DISPLAYED A MODEL OF ITS DEHYDRATION PROCESS RECOVERY SYSTEM. BOB CASPARIAN REPORTED "I BELIEVE FOR COMPANIES LIKE OURSELVES WHICH ARE SELLING PROCESS KNOWLEDGE & "KNOW HOW" WU SHOULD HAVE A BETTER FEEL OF THE POTENTIAL MARKET AND TECH. ABILITY OF THE MARKET, WE ARE ATTEMPTING TO CONTACT. THIS INFORMATION WOULD BE GOTTEN FROM COMMERCE & OTHER U.S. GOV. SOURCES. I.E. DEPT. OF AGR. ETC. OUR PRODUCT WHICH IS HIGHLY SPECIALIZED DOES NOT RENDER ITSELF TO IMMEDIATE SALES AND END USERS ARE LIMITED. WE CONSIDER THAT THE BUSINESS LEADS WE OBTAINED DURING THIS EXHIBITION WERE OUTSTANDING. WE HAD HOPED FOR AT LEAST ONE SERIOUS LEAD PER DAY AND THIS WAS EXCEEDED. WITH ACTIVE FOLLOW-UP WE WOULD HOPE TO HAVE 5 PROJCTS IN ONE YEAR WHICH WOULD EXCEED ALL OUR EXPECTATIONS. THIS EXHIBITION WAS EXCELLENT AND WE HOPE TO BE ABLE TO PARTICIPATE IN OTHER COMMERCE EXHIBITIONS." THIS FIRM ESTIMATES ABOUT \$150,000 OF ENGINEERINGHJERVICES ALONE FOR THE NEXT 12 MONTHS. CLEARED FOR PUBLICATION.

(10) C. INTEROCEAN SYSTEMS INC. 3510 KURTZ ST., SN DIEGO, CALIF. 92110, INTRODUCED NEW WATER QUALITY MONITORING EQUIPMENT AND WAS THEREFORE CONSIDERED NTM. JAMES E. LASCH, V.P. MARKETING REPORTED 50 POSITIVE SALES LEADS AND ADDED "SHOW WELL ORGANIZED AND HANDLED. (COULD HAVE USED SOME UNCLASSIFIED

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HEAT.) RESONSE WAS GOOD AND SHOULD RESULT IN SLES. MARKET FOR OUR PRODUCTS IS LIMITED AND TAKES SEVERAL YEARS TO DEVELOP. RESPONSE HAS BEEN FROMSPECIAL USERS." CLEARED FOR PUBLICATION.

(10) D. NATIONAL COMPACTOR, 5400 RIO GRANDE AVENUE, JACKSONVILLE, FLORIDA 32205, WAS NTM AND DISPLAYED A COMPACTING AND BALING MACHINE. THIS FIRM WAS SEEKING A LICENSEE AND

REPORTED 12 POSSIBLE LEADS. MR. TED DOUGHERTY, VICE PRESIDENT, STATED HE EXPECTS TO FINALIZE HIS AGREEMENT WITHIN 90 DAYS. AND HE PROJECTED SALES OF AT LEAST \$200,000 FOR THE NEXT 12 MONTHS. HE FURTHER COMMENTED "THIS WAS THE FIRST ATTEMPT AT FOREIGN SALES AND NATIONAL COMPACTOR WAS FORTUNATE TO HAVE THE GUIDANCE OF THE DEPT. OF COMMERCE AND THE COMMERCIAL OFFICE OF THE STATE DEPT. THE AMERICAN EXHIBIT OF "APEX 75" WAS THE IDEAL VEHICLE FOR PRESENTATION TO THIS MARKET. THE DIRECTOR OF THIS EXHIBIT AND ALL OF HIS PERSONNEL WERE MOST COOPRATIVE AND VERY COMPETENT. I HIGHLY ENDORSE THE CONCEPTS PRESENTED BY THE TRADE CENTERS AND THE TRADE SHOWS. MANY THANKS." CLEARED FOR PUBLICATION AFTER APRIL 19.

(10) E. TECH ECOLOGY, INC., 645 N. MARY, SUNNYVALE, CALIF. 94086, WAS A NTM FIRM SEEKING A REPRESENTATIVE. MR. RUI LOPES, CHAIRMAN, REPORTED HE WOULD DECIDE BY SATURDAY MARCH 22, WHICH FIRM HE WOULD APPOINT. HE STATED THAT HIS METEROLOGICAL SYSTEMS, PARTICLE ANALYZERS, AND NOISE MONITORING ALL SOLD WELL AND ACCOUNTED FOR HIS \$30,000 SALES. HE ALSO EXPECTS AT LEAST \$100,000 DURING THE NEXT 12 MONTHS FROM THE MORE THAN 120 SALES LEADS OBTAINED. CLEARED FOR PUBLICATION.

(11) IT SHOULD BE NOTED THAT THE MAJORITY OF EXHIBITORS HAD LOCAL REPRESENNATION, ALL EXCEPT TWO. NEW PRODUCTS AND ONE NEW LICENSEE ACCOUNTED FOR THE INCREASE IN NTM FIRMS. FURTHER, ALL SALES PROJECTIONS ARE CONSIDERED CONSERVATIVE BASED ON GENERAL TENDENCY OF LOCAL BUSINESSMEN TO BE CONSERVATIVE PLUS THE PRESENT GENERAL ECONOMIC DECLINE.
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